

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listing of claims in the application.

**Listing of Claims:**

1-25. (Canceled)

26. (Currently Amended) A data display method comprising the steps of:

receiving, by a data terminal, a web page to which an image mark is attached, the image mark embedding electronic watermark information by means of electronic watermark techniques, the electronic watermark information including information that is desired to be disclosed by an information exhibitor, information as to an expiration term to be used to control display of said information that is desired to be disclosed, and information as to electronic signature to be used to conduct verification of authenticity of both said information that is desired to be disclosed and said information as to the expiration term;

extracting, by said data terminal, the electronic watermark information embedded in the image mark when recognizing the image mark attached to the web page;

decoding, by said data terminal, the information as to electronic signature of the data extracted by using a public key previously stored in a storage unit of said data terminal;

verifying, by said data terminal, authenticity of both said information embedded in the image mark, both said information being information that is desired to be disclosed and said information as to the expiration term by using the information as to electronic signature thus decoded;

comparing, by said data terminal, the information as to the expiration term with information as to a clock of said data terminal;

controlling to displaying said image mark on a display of said data terminal, if a current time obtained from said information as to the clock falls within the expiration term represented by said information as to the expiration term, and controlling to not display said image mark on the display of said data terminal, if a current time obtained from said information as to the clock falls beyond the expiration term represented by said information as to the expiration term; and

displaying, on the display of said data terminal, a menu as to said information that is desired to be disclosed, and if the menu is selected, then displaying said information that is desired to be disclosed embedded in the image mark.

27. (Previously Presented) The data display method according to claim 26, wherein, if it is judged that the authenticity is lower than a predetermined level in said step of verifying authenticity, said image mark is not displayed on this display.

28. (Previously Presented) The data display method according to claim 26, wherein said information that is desired to be disclosed includes information as to a location at which detailed information of said data embedded in said image mark exists.

29. (Currently Amended) A data terminal comprising:

a receiving unit for receiving a web page to which an image mark is attached, the image mark embedding electronic watermark information by means of electronic watermark techniques, the electronic watermark information including information that is desired to be disclosed by an information exhibitor, information as to an expiration term to be used to control display of said information that is desired to be disclosed, and information as to electronic signature to be used to conduct verification of authenticity of both said information that is desired to be disclosed and said information as to the expiration term;

a storage unit storing a public key for decoding said information as to electronic signature;

a display unit for displaying information; and

a control unit for extracting the electronic watermark information embedded in the image mark when recognizing the image mark attached to the web page, decoding the information as to electronic signature of the data extracted by using the public key stored in said storage unit, verifying authenticity of both said information

embedded in the image mark, both said information being information that is desired to be disclosed and said information as to the expiration term by using the information as to electronic signature thus decoded, comparing the information as to the expiration term with information as to a clock of said data terminal, controlling to displaying said image mark on the display of said data terminal if a current time obtained from said information as to the clock falls within said expiration term represented by said information as to the expiration term and controlling to not display said image mark on the display of said data terminal, if a current time obtained from said information as to the clock falls beyond the expiration term represented by said information as to the expiration term, and displaying, on the display of said data terminal, a menu as to said information that is desired to be disclosed, and if the menu is selected, then displaying said information that is desired to be disclosed embedded in the image mark.

30. (Previously Presented) The data terminal according to claim 29, wherein, said control unit judges that the authenticity is lower than a predetermined level in said step of verifying authenticity, said control unit does not display said image mark on the display.

31. (Previously Presented) The data terminal according to claim 29, wherein said information that is desired to be disclosed includes information as to a location at which detailed information of said data embedded in said image mark exists.

32. (Currently Amended) A computer readable recording medium having recorded thereon a program to be used in a data display system, said program comprising the steps of:

receiving, by a data terminal, a web page to which an image mark is attached, the image mark embedding electronic watermark information by means of electronic watermark techniques, the electronic watermark information including information that is desired to be disclosed by an information exhibitor, information as to an expiration term to be used to control display of said information that is desired to be disclosed, and information as to electronic signature to be used to conduct verification of authenticity of both said information that is desired to be disclosed and said information as to the expiration term;

extracting, by said data terminal, the electronic watermark information embedded in the image mark when recognizing the image mark attached to the web page;

decoding, by said data terminal, the information as to electronic signature of the data extracted by using a public key previously stored in a storage unit of said data terminal;

verifying, by said data terminal, authenticity of both said information embedded in the image mark, both said information being information that is desired to be disclosed and said information as to the expiration term by using the information as to electronic signature thus decoded;

comparing, by said data terminal, the information as to the expiration term with information as to a clock of said data terminal;

controlling to displaying said image mark on a display of said data terminal, if a current time obtained from said information as to the clock falls within the expiration term represented by said information as to the expiration term, and controlling to not display said image mark on the display of said data terminal, if a current time obtained from said information as to the clock falls beyond the expiration term represented by said information as to the expiration term; and

displaying, on the display of said data terminal, a menu as to said information that is desired to be disclosed, and if the menu is selected, then displaying said information that is desired to be disclosed embedded in the image mark.

33. (Previously Presented) The computer readable recording medium according to claim 32, wherein, if it is judged that the authenticity is lower than a predetermined level in said step of verifying authenticity, said image mark is not displayed on the display.

34. (Previously Presented) The computer readable recording medium according to claim 32, wherein said information that is desired to be disclosed includes information as to a location at which detailed information of said data embedded in said image mark exists.